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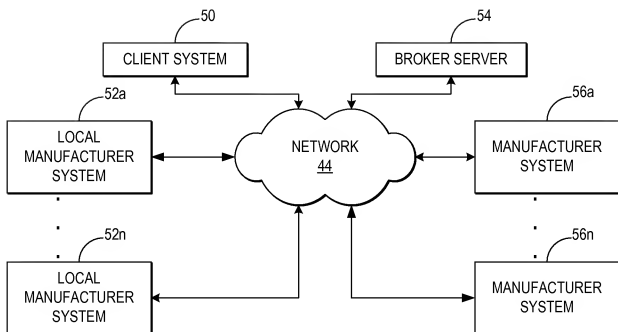


FIG. 3

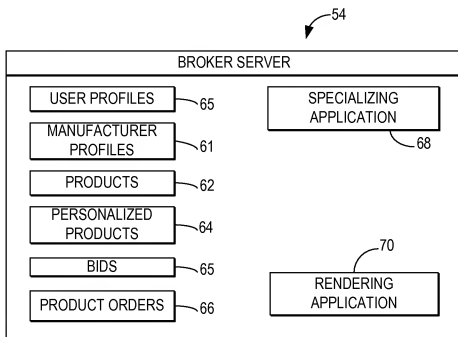


FIG. 4

+

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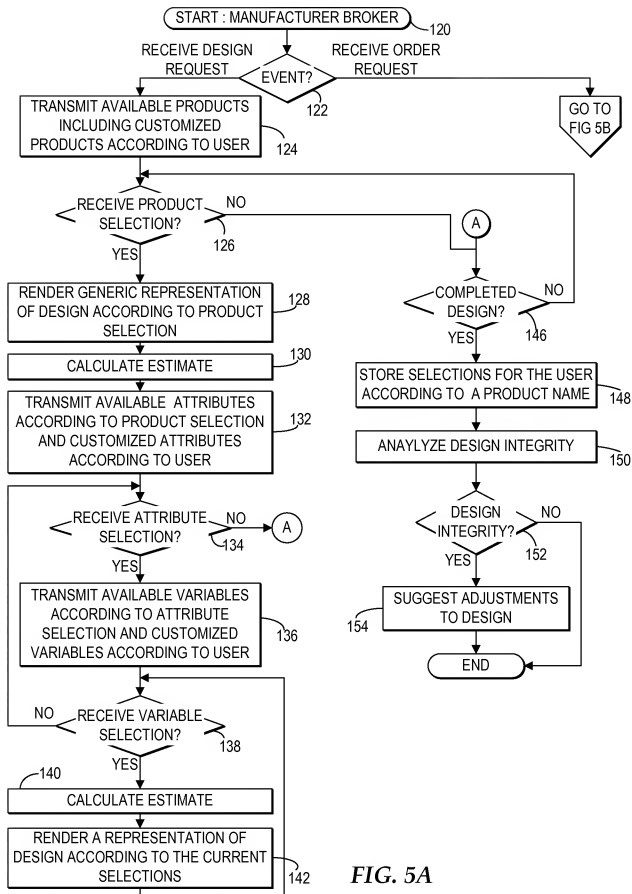


FIG. 5A

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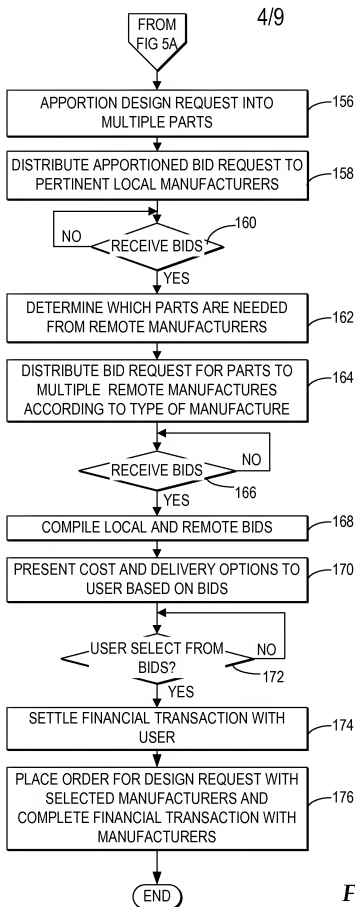


Fig. 5B

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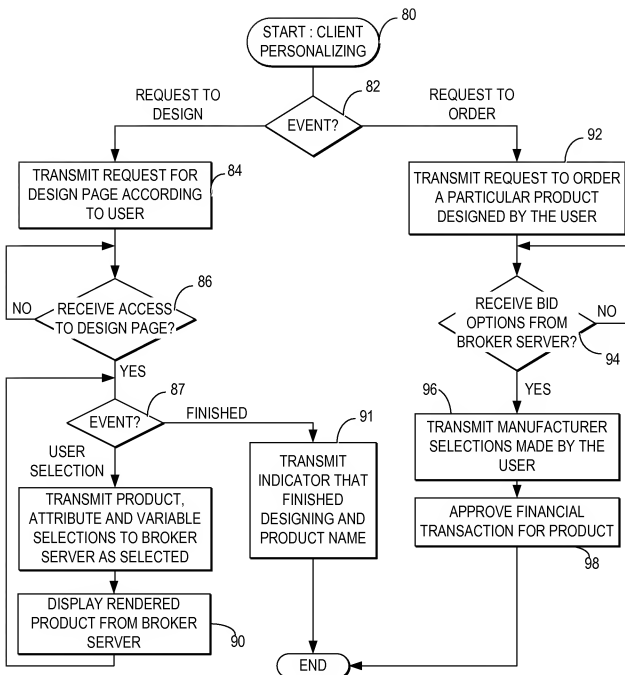


FIG. 6

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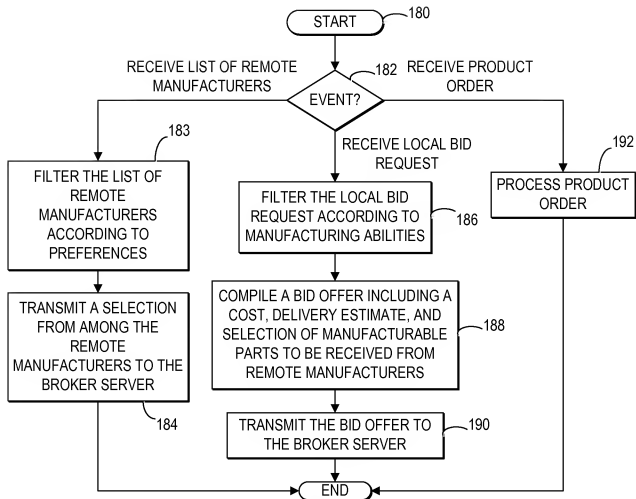


FIG. 7

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200

202

PRODUCT	ATTRIBUTE	VARIABLES	COST ESTIMATES	DESIGN ADVICE
Cake	Number of Cakes	1-30	\$2-\$10 per cake	Increase number of cakes rather than increasing size of cakes
Cake	Figurines	Traditional, Surfers, Bikers, Hikers, Tropical	\$40-\$100	Provide photo for custom figurines
Cake	Flavors	White, Strawberry, Milk Chocolate, Dark Chocolate	Fruit - add \$1 per inch	
Cake	Cake Shapes	Circle, Square, Triangle		Design Integrity
Cake	Cake Sizes	2" - 40"	\$3 per inch	1 person per inch

FIG. 8

205

207

LOCAL MANUFACTURER ID	PRODUCT	SCOPE OF DELIVERY/PICK-UP	CONTACT
L111	Cake	50 miles	orders@L11.com
L222	Cake	40 miles	orders@L22.com
L333	Jewelry	20 miles	orders@L33.com

FIG. 9

210

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REMOTE MANUFACTURER ID	PRODUCT	ATTRIBUTE	CONTACT
101	Cake	Cake Shapes, Sizes	orders@cakeshapers11.com
102	Cake	Cake Shapes, Sizes	orders@cakeshapers22.com
103	Cake	Figurines	orders@cakeshapers33.com
104	Cake	Figurines	orders@cakeshapers44.com

FIG. 10

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222

USER	PERSONAL INFORMATION	FINANCIAL INFORMATION	SHIPPING INFORMATION
AA11	John D Smith	CC# 1212-3434-5656	Address 1
BB11	Jane E Doe	Bank Account XX-99-023	Address 2

220

**FIG. 11**

232

USER	DESIGN ID	DESIGN NAME	PRODUCT
AA1	AACAKE	AA Wedding Cake	Cake
BB1	BBRING	BB Ring	Ring

230

**FIG. 12**

242

DESIGN ID	ATTRIBUTE	VARIABLE SELECTION
AACAKE	Number of Cakes	10
AACAKE	Figurines	Customized Graphic AA1
AACAKE	Flavors	White
AACAKE	Cake Shapes	Triangle
AACAKE	Cake Sizes	30"

240

**FIG. 13**



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252

DESIGN ID	LOCAL MANUFACTURER ID	BID	REMOTE MANUFACTURER NEEDS
AACAKE	L111	\$1500	2 Triangle, 30" cake pans, special coated
AACAKE	L222	\$1200	4 Triangle, 30" cake pans Customized graphic AA1 figurines

250

**FIG. 14**

262

DESIGN ID	MANUFACTURER ID	BID
AACAKE	101	\$15 per pan for 10 30" triangle pans
AACAKE	102	\$14 per pan for 10 30" triangle pans
AACAKE	103	Customized Graphic AA1 figurines from wax for \$80
AACAKE	104	Customized Graphic AA1 figurines from plastic for \$150

260

**FIG. 15**